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Kasuga's Ichigo Nursery

Fr

Sandy, Utah

The **KASUGA** *Strawberry*

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U. S. Department of Agriculture

IT'S A MONEY MAKER

IT'S NEW, IT'S EXCELLENT

IT'S PATENTED AND PROTECTED

**IT HAS VERY GOOD CONSUMER
APPEAL**

IT HAS HIGH MARKETING QUALITIES

**IF YOU ARE IN THE BERRY BUSINESS
FOR PROFIT YOU'LL LIKE THE KASUGA**



THE KASUGA STRAWBERRY

The Kasuga strawberry is a promising new variety being released to the commercial grower for the first time in the spring of 1955.

HOW ABOUT THE FRUIT?

The fruit of this berry is outstanding in many respects. One characteristic that appeals to the housewife and the grower as well is the unusual consistent uniformity of its round conic shape. This uniformity added to the attractive bright red color gives its consumer appeal second to none. Growers and consumers as well will like the firmness, the market handling, and the shipping superiority of the Kasuga strawberry. It has carrying and holding qualities far superior to Marshall and most of the other strawberries on the market today. The fruit does not bruise readily and it retains its attractive bright luster and appealing appearance over an extended marketing period.

As a dessert fruit for fresh use the Kasuga has received an excellent preferential rating by those who have had an opportunity to try it. For canning, jam, and preserves it is equal to the best, and limited freezing tests prove its superiority for this method of preservation.

IT YIELDS FOR PROFIT

No matter how good the fruit characteristics of a strawberry may be it is of little interest to the commercial grower unless it yields well. In this respect the Kasuga strawberry is really outstanding. It has been tested along with other commercial varieties and found to produce substantially more fruit per acre than any other variety. Where other varieties produce 400 to 600 cases per acre the Kasuga yielded 800 to 1200 cases per acre (1600 to 2400 pounds) under the

same soil and management conditions. The harvest coincides with most other commercial varieties and it bears only one crop a year. It is not an everbearing variety.

THE PLANTS ARE THRIFTY AND HEALTHY

It is the thrifty growth habit and the large green leaves of Kasuga that help to produce high yields of fruit. The plant stands up well, grows vigorously, and produces abundant runners to fill the matted row the first season. It appears to be more resistant to mildew than other varieties and shows less damage from thrips and other insects.

WHERE KASUGA STRAWBERRY CAME FROM

The Kasuga was originated by the same strawberry breeder who developed and introduced the variety Twentieth Century. Back in 1943 Mr. Kasuga crossed Starbright with Twentieth Century. A large number of seedlings resulted from this cross, many of which showed commercial possibilities. After a number of years of close observation and careful screening by a keen and discriminating strawberry grower the Kasuga emerged as the best of the lot. Plants have been grown in increasing numbers since the seedling was selected until now, when a limited number of plants are being offered to the strawberry grower.

THE KASUGA IS A PATENTED STRAWBERRY

In March of 1954 plant patent No. 1264 was issued to Mr. T. Kasuga of Sandy, Utah, on the strawberry now named after its originator, the Kasuga strawberry. Most growers and all nurserymen and plant growers realize that this gives ex-

clusive right to the propagation of plants for sale or distribution of this variety to the Kasuga Berry Farm. All others are prohibited by this patent from producing any plants for sale or distribution of this variety.

PRICE OF PLANTS

A limited number of plants for sale in the spring of 1955 are offered at the following schedule.

100 - 500 plants—	\$15.00 per hundred
500 - 1000 plants—	12.00 per hundred
1000 - 5000 plants —	7.50 per hundred

Prices are f.o.b. Sandy, Utah. Payment of 25% or more must accompany the order, the balance will be C.O.D.

Growers wishing plants are urged to place orders at their earliest convenience. The number of plants available is small and the demand for them to date has been very heavy.

OTHER KASUGA STRAWBERRIES

In addition to the Kasuga, the Miss Utah strawberry is being released to the trade for the first time in 1955. Both of these berries are from the farm of the originator of the well established and popular Twentieth Century everbearing strawberry. Plants of all three varieties are available at the following address. Ask for leaflets on the other varieties if you do not have them.

KASUGA'S ICHIGO NURSERY

898 East 8600 South

Route 1, Box 611

Sandy, Utah
